



Training Announcement: Developing Media for Interpretive Centers

Intermountain Region and HFC Interpretive Media Institute
Lakewood, CO
July 26-29, 2005

Park managers today bear an increasing responsibility for the development of park interpretive media in visitor centers, museums, historic buildings, contact stations and other visitor use facilities. Superintendents, chiefs of interpretation, and other park staff may need to acquire specialized knowledge and skills to help them be more effective members of a media development team that will achieve the park's goals.

This course will offer an overview of the media development process covering foundation planning, media strategies, funding, cost estimating, contracting, planning, design, production, and maintenance. In addition, participants will become familiar with the quality standards for media, and will learn how the region's office of Interpretation and Education and Harpers Ferry Center can assist with media projects. The course will also address elements from the core Interpretive Development Program competencies in Module 310, Planning Park Interpretation, and Module 311, Interpretive Media Development.

The focus of the course will be on interior exhibits and AV presentations in theaters and exhibit areas, with a special emphasis on the interface with architecture and facilities design and construction. Wayside exhibits, historic furnishings, publications, and web will be referenced, but not fully treated in the limited time available for this course.

Course sessions will include technical lectures by media specialists, group discussions, and case studies. After successfully completing this course, participants will understand the fundamentals of managing media development projects for the interpretive centers in their parks.

Core

Competencies: Addresses elements of the curriculum for the following core interpretive competencies: Module 310 Planning Park Interpretation and Module 311 Interpretive Media Development

Participants: Any NPS or partner employee in the Intermountain Region who is currently—or soon will be—managing development of exhibits, AV programs, or historic furnishings, in an interpretive center in collaboration with contractors, partners, or Harpers Ferry Center. Participants from IMR parks with line item construction projects with an interpretive media component will receive the highest consideration. A limited number of participants from other regions may be selected, including staff from partners in the United States or other countries.

Location: Lakewood, CO

Dates: July 26-29, 2005

Length: 28 hours

Course size: **30 Total**
22 NPS from Intermountain Region, 5 NPS from other regions, 3 from partner or international groups

Funding: Tuition and per diem (lodging, meals, and incidentals) for participants from IMR to be paid by the Intermountain Region

Benefiting account for travel.

Participants from outside IMR will be responsible for all expenses associated with the training.

Course Objectives:

- Learn how to manage a media project in collaboration with contractors, HFC, and/or DSC.
- Learn the key principles for successful media projects.
- Understand basic media development processes.
- Define a media project strategy
- Become familiar with NPS media standards and guidelines
- Know the resources for cost estimating, funding, and programming procedures for media projects.
- Learn how to effectively utilize HFC as a consulting partner on projects.

Course Guidelines:

- Dialog between course staff and participants will be encouraged.
- The media information HFC will be providing will apply to all park media work, not just projects to be planned or produced by HFC.
- Course content will incorporate principles of the Interpretive Development Program
- The course will look at media development in an integrated manner, demonstrating the interdependence of exhibits, AV, and other media (including architectural design considerations).
- Content will be tailored to the needs of park managers and park project managers.
- Instructors will use case studies to illustrate media processes.

Application: Please e-mail the attached nomination form to Judy.Chetwin@nps.gov

Nominations sent directly to Harpers Ferry Center will not be accepted.

Instructors: Instructors will be media specialists from the National Park Service and/or partner organizations as well as staff from parks who are currently involved with, or have recently completed, interpretive media projects.

Coordinators:

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Course Coordinator
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Sponsors:

Intermountain Region
Harpers Ferry Center, Interpretive Media Institute
Interpretive Development Program

Developing Media for Interpretive Centers
Intermountain Region and HFC Interpretive Media Institute
Denver, CO
July 26-29, 2005

Name: _____

Title: _____

Series and Grade: _____

NPS Unit: _____

Address: _____

Telephone: _____

FAX: _____

E-mail address: _____

Nomination Form
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Developing Media for Interpretive Centers
Intermountain Region and HFC Interpretive Media Institute
Colorado Springs, CO
July 26-29, 2005

Applicant's Justification: How will this training benefit the Government and assist you in the performance of your job?

What interpretive media development projects in interpretive centers will be part of your responsibility during the next nine months? The next 1-2 years?

What will be your role in the planned interpretive media projects?

Applicant's Signature _____ Date: _____

Supervisor's Justification:

Supervisor's Signature _____ Date _____